



Séminaire du 03/06/2021

12h30

DISTANCIEL

Participer à la réunion Zoom :

[https://zoom.us/j/95979046227?](https://zoom.us/j/95979046227?pwd=cmV5WFxRk1DYXZsblgrdXlxWlhLZz09)

[pwd=cmV5WFxRk1DYXZsblgrdXlxWlhLZz09](https://zoom.us/j/95979046227?pwd=cmV5WFxRk1DYXZsblgrdXlxWlhLZz09)

ID de réunion : 959 7904 6227

Code secret : Lt823

Agenda

10/06/2021, Caroline Hussler (Magellan,
Université Lyon 3)

Calendrier des séminaires

<https://urlz.fr/dSB9>

Alain DECROP (Centre de recherche sur la consommation et les loisirs
CeRCLe, Namur Digital Institute NADI, Université de Namur)

Revisiting satisfaction in collaborative exchanges: The Tolerance Tetrahedron

The sharing or collaborative economy has brought about an "horizontal revolution" wherein goods and services are no longer provided by companies to consumers (B-C) but are exchanged among consumers themselves who may act as providers and/or users (C-C or peer-to-peer). Of course, most of the time, such exchanges are mediated by a commercial platform. A number of studies have shown that an overwhelming majority of consumers are satisfied with their collaborative experience and that among those who lived a bad experience, only 10% decided to stop using collaborative services (Fing and OviShare, 2015). This is far beyond the levels of satisfaction and loyalty that characterize the conventional economy. So, collaborative consumers seem to be more tolerant. This paper precisely aims at investigating why consumers are more tolerant in the case of a service failure and, more broadly, at revisiting the post-purchase evaluation process in the framework of C-C or peer-platform-peer relationships. Using an emergent research design, we investigate this specific research question through individual interviews and focus groups. We interpret our findings according to four theories: attribution theory, the zone of tolerance concept, empathetic reasoning and role theory.

Co-authored with Jérôme Mallargé and Pietro Zidda (Université de Namur)